

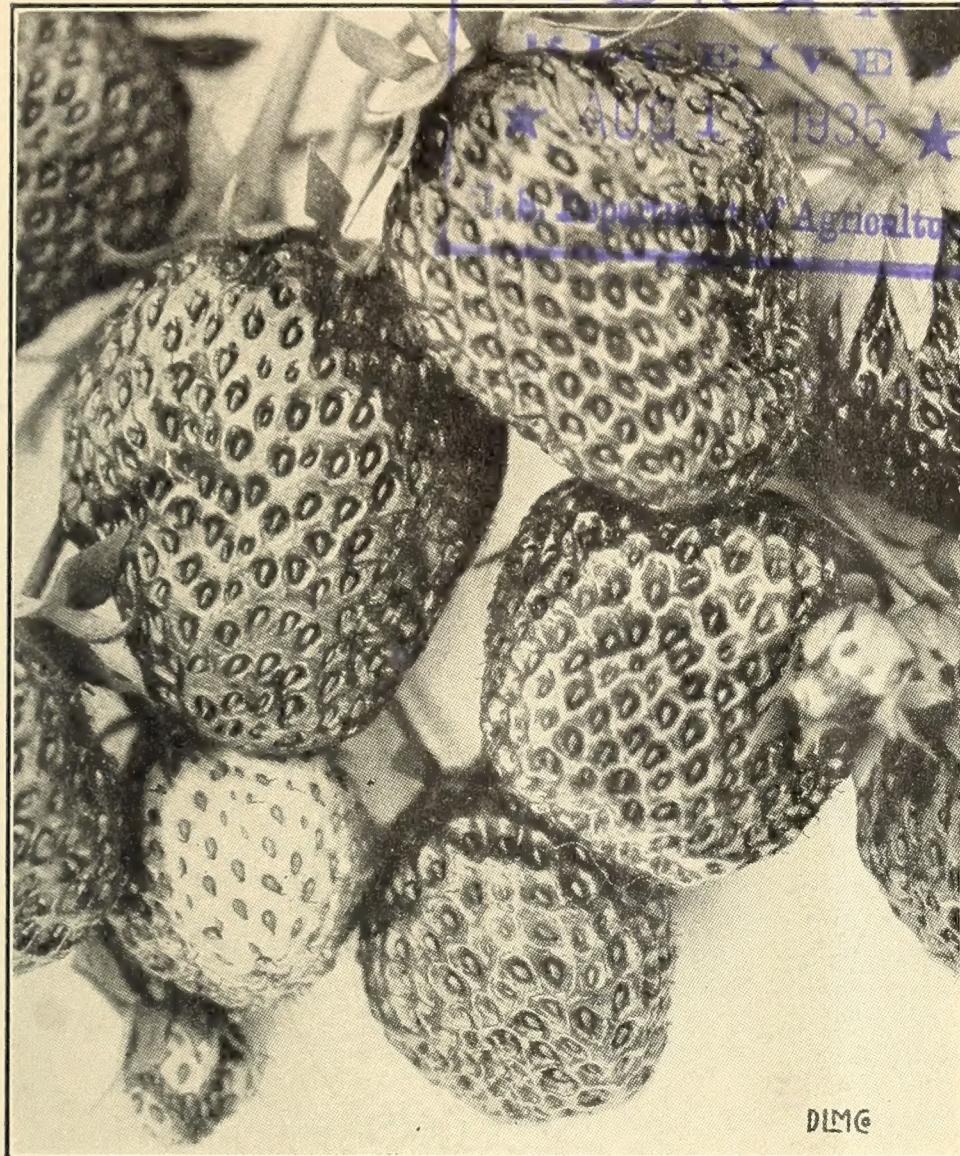
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62,57
Pot-Grown

Strawberry

PLANTS



DLMG

Dorsett—greatly reduced

1935

Lovett's
NURSERY, Inc.
Little Silver,
N.J.

... Introdu

STRAWBERRY planting time is here again, and it is time to secure those Pot-grown Strawberry plants for which you have been waiting. Being carefully grown, in pots, these berry plants will bear well during the Summer or early Fall, with complete assurance of success. They will produce larger berries than would the usual "layer" Strawberries. From our parent nursery, Dorsett and Fairfax, no leader of its season has been

Easy to Grow

Strawberry plants are easily grown, adapting themselves to almost any soil and climatic conditions. Even in Alaska, Strawberry growing is on a large, commercial scale, and in our own temperate zone, they will give excellent results in any substantial garden soil, clay or loam, that holds an abundance of humus or other quickly available plant food.

Your Home Garden Needs Pot-Grown Strawberries

The heat and dry weather of late Summer ordinarily keep back the struggling field-grown layer plants. Our Pot-grown plants are much more practical for home culture, since they have been developed in their own soil, under the best possible growing conditions, and since the extensive and fibrous root growth has been so long established that the plants will get no shock when transplanted, and are, therefore, able to withstand the most severe conditions and to produce mammoth crops the very first season.

Other Pot-grown Strawberry Advantages

Through years of experimenting, Strawberry growers have become convinced that Pot-grown plants will produce larger crops of larger berries than will the field-grown layer plants, excepting when the planting is done in early Spring.

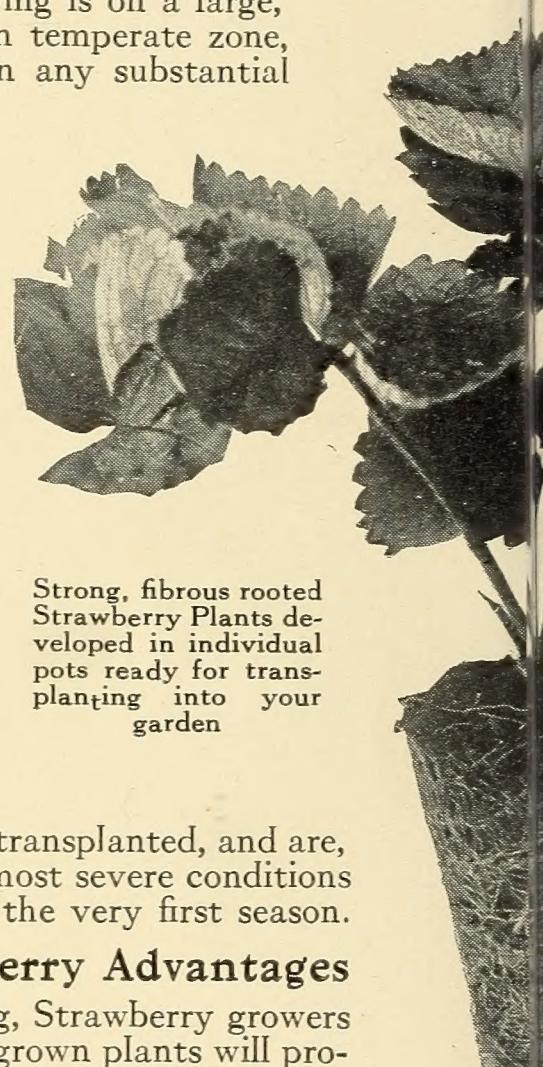
You should, however, exercise care in the selection of varieties. Therefore, provide for fresh Strawberries from early Summer until late Fall. For the home garden at least three varieties should be planted, one of which should be an early bearing sort, another which bears its fruit in midseason, and third, a late fruiting sort, and a dozen or more plants of each variety should be selected to judge the merits of each sort.

Fall or Everbearing Strawberries

If planted early in the season, this class of Strawberries can be depended upon to produce fruit during the Fall months of the same year.

Planting Time

For best results, Pot-grown plants should be planted from July 20th to October 1st, preferably by the first of September.



Strong, fibrous rooted
Strawberry Plants de-
veloped in individual
pots ready for trans-
planting into your
garden

Strawberries . . .

Once more our privilege to list in this Midsummer Catalogue more than half a century's honor has been accorded our customers. They may be put into the ground at any time during late Spring or early Fall. They will produce bigger crops of bigger berries than any old favorite to the sensational new varieties, such as the "Elmwood" and "Elmwood Red".

Pre-Planting Instructions

Upon the arrival of your plants, unpack them at once, and place them in a shady spot, sprinkling them lightly with water.

As evening approaches, take them where the ground is prepared to plant, and just before putting them in this ground, dip each root ball in a pail of water.

Preparation of Soil

The bed for your plants should be dug and thoroughly cultivated to a depth of 12 to 14 inches. Incorporate with the soil rotted leaves or well rotted manure of any kind (fresh manure should be avoided, since it usually holds grub worms). After cultivating the bed, scatter Bonemeal at the rate of 100 lbs. to each bed (15x50 feet), raking it well into the surface.

Where to Plant

In the home garden plants should be set in rows 2 feet apart with the plants 1 foot apart in the row. For the first 2 or 3 days after these plants have been set out, it will be well to shade them in some manner during the hottest part of the day. They should, however, get a minimum of six hours of sunshine, which minimum must be kept in mind when Strawberry beds are located.

A Bit of Care Is Essential

The most important rule for success is to keep weeds out of your garden. Go over the Strawberry bed once a week with a good sharp hoe, which will not only cut these weeds, but will also loosen your soil, preserve moisture and stimulate growth. When Fall frosts approach, the plants should be mulched with coarse manure. Care should be taken that only a light covering be applied and the covering should never consist of wet or otherwise heavy material.

Facts Our Customers Should Know

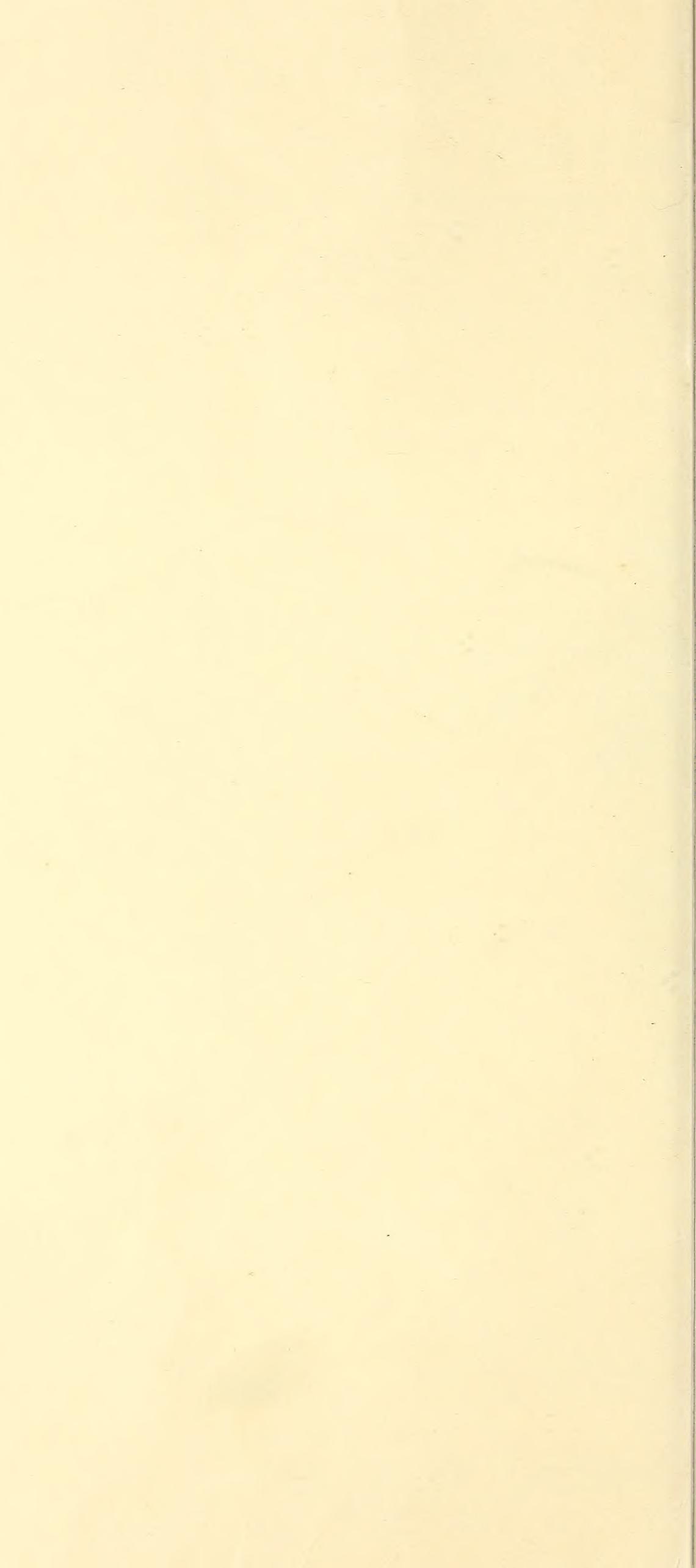
Shipments should be made by express, or in small lots by parcel post—never by freight.

Prices in this circular include packing and delivery to forwarding agents; our control ceases there and our responsibility also.

Orders of less amounts than \$1.00 cannot be accepted.

Payments should be made in advance, though we will ship C.O.D. if 25% of total of the order is forwarded with the order.

Please send us your orders as early in the season as possible, so that we may fill them in a way that will be most satisfactory to you.



... Introduction ...

STRAWBERRY planting time is here again, and it is once more our privilege to list in this Midsummer Catalogue those Pot-grown Strawberry plants for which more than half a century's honor has been accorded our nursery. Being carefully grown, in pots, these berry plants may be put into the ground at any time during late Summer or early Fall, with complete assurance of success. They will produce bigger crops of bigger berries than would the usual "layer" Strawberries. From our parents' oldest favorite to the sensational new varieties, such as Dorsett and Fairfax, no leader of its season has been omitted.

Easy to Grow

Strawberry plants are easily grown, adapting themselves as they do to a great variety of soil and climatic conditions. Even in Alaska, Strawberry growing is on a large, commercial scale, and in our own temperate zone, they will give excellent results in any substantial garden soil, clay or loam, that holds an abundance of humus or other quickly available plant food.

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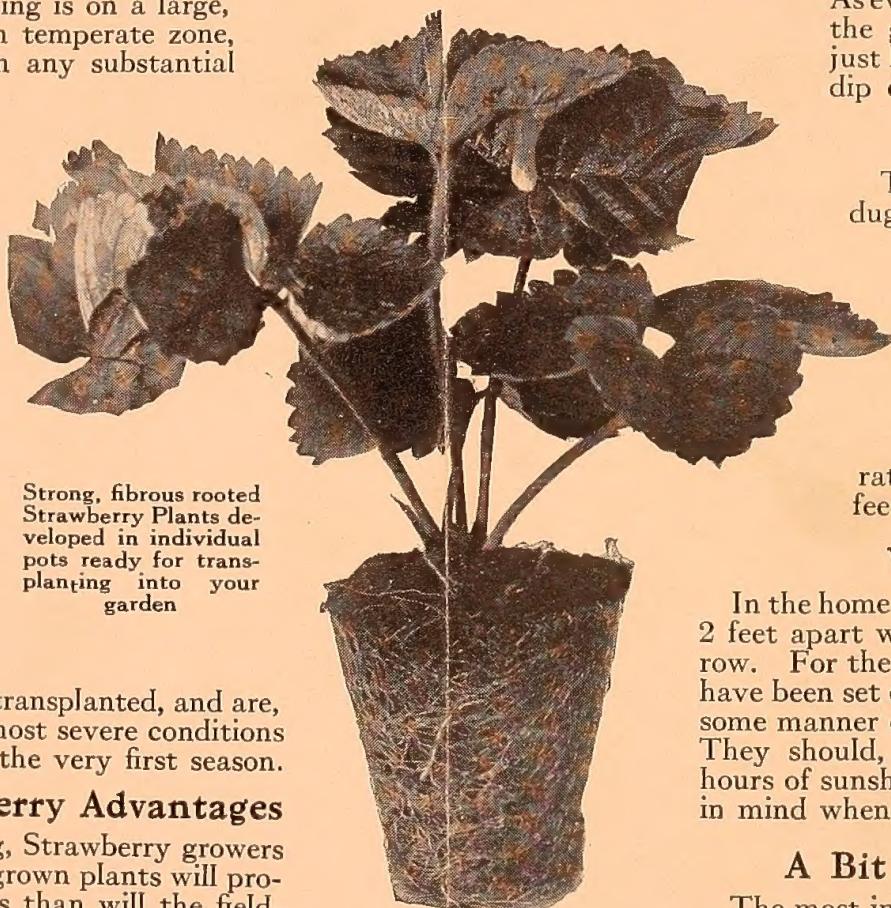
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Please send us your orders as early in the season as possible, so that we may fill them in a way that will be most satisfactory to you.

June-Bearing

Pot-grown Plants, \$1.00 per dozen.

Add 10 per cent to your remittance if

On orders calling for 500 plants or more of any one variety
will grant a special discount of 10%.

Very Early Varieties

BLAKEMORE. One of the earliest to bear, with big, very bright red berries. As pleasing to the eye as to the taste. A delicious berry, firm, yet most palatable, and red clear through.

Dorsett

Since the United States Department of Agriculture introduced this perfect Strawberry just a few years ago, it has swept the country on an ever rising tide of popularity. Dorsett stands head and shoulders above any other early berry, in all respects. Large, firm, shapely fruit is produced in overwhelming quantities from frost-resistant blossoms. The berries are produced very early in the season, and, under favorable conditions, the plants will continue to bear fruit until the latest sorts are gone, making Dorsett absolutely indispensable for the home garden, if only one variety is used. The wild Strawberry flavor of these bright red jewels is absolutely unique—whether they be eaten raw, in preserves or pies. Lovely in appearance, and heavenly in flavor, Dorsett has not yet reached the peak of its success, for each new purchaser immediately becomes a publicity agent for this best of all berries.

Pot-Grown Plants

\$1.25 per dozen, \$7.50 per 100



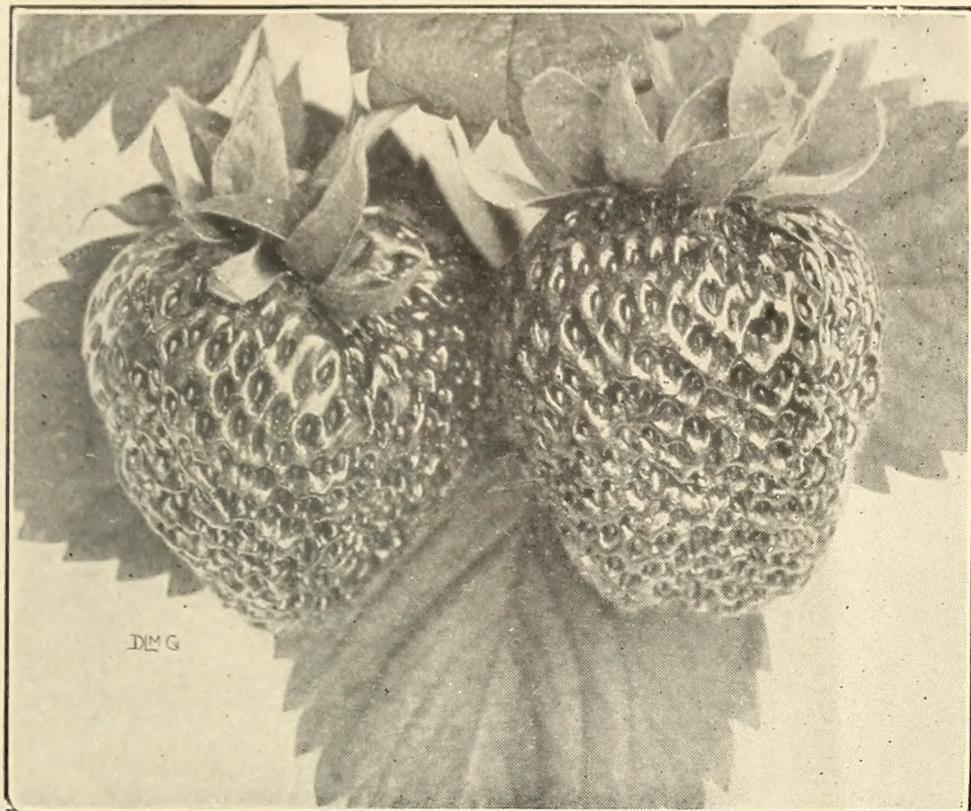
Success (*See page 5*)

Strawberries

.00 per 100, except where noted

Shipment is desired by parcel post

For or several varieties (not less than 50 of a kind) we deduct 10 per cent from our 100 rates



Dorsett—The Super-Berry (*See page 4*)

EARLY JERSEY GIANT.

A Van Fleet Hybrid Strawberry. Among the highest in quality of all early varieties. These large and shapely berries came to the public's attention through our nursery several years ago, and they have more than justified their early promise. Pot-grown Plants, \$1.25 per dozen, \$7.50 per 100.

HOWARD NO. 17.

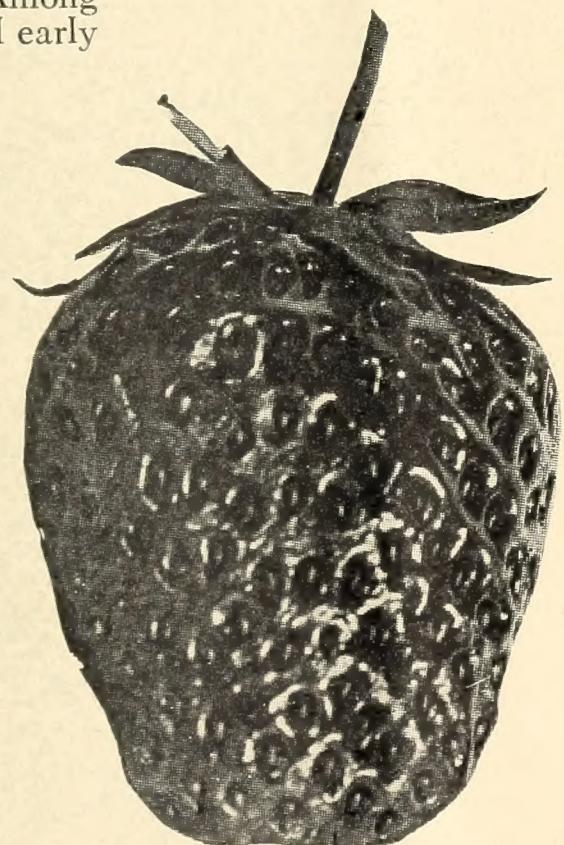
Identical with "Premier."

PREMIER.

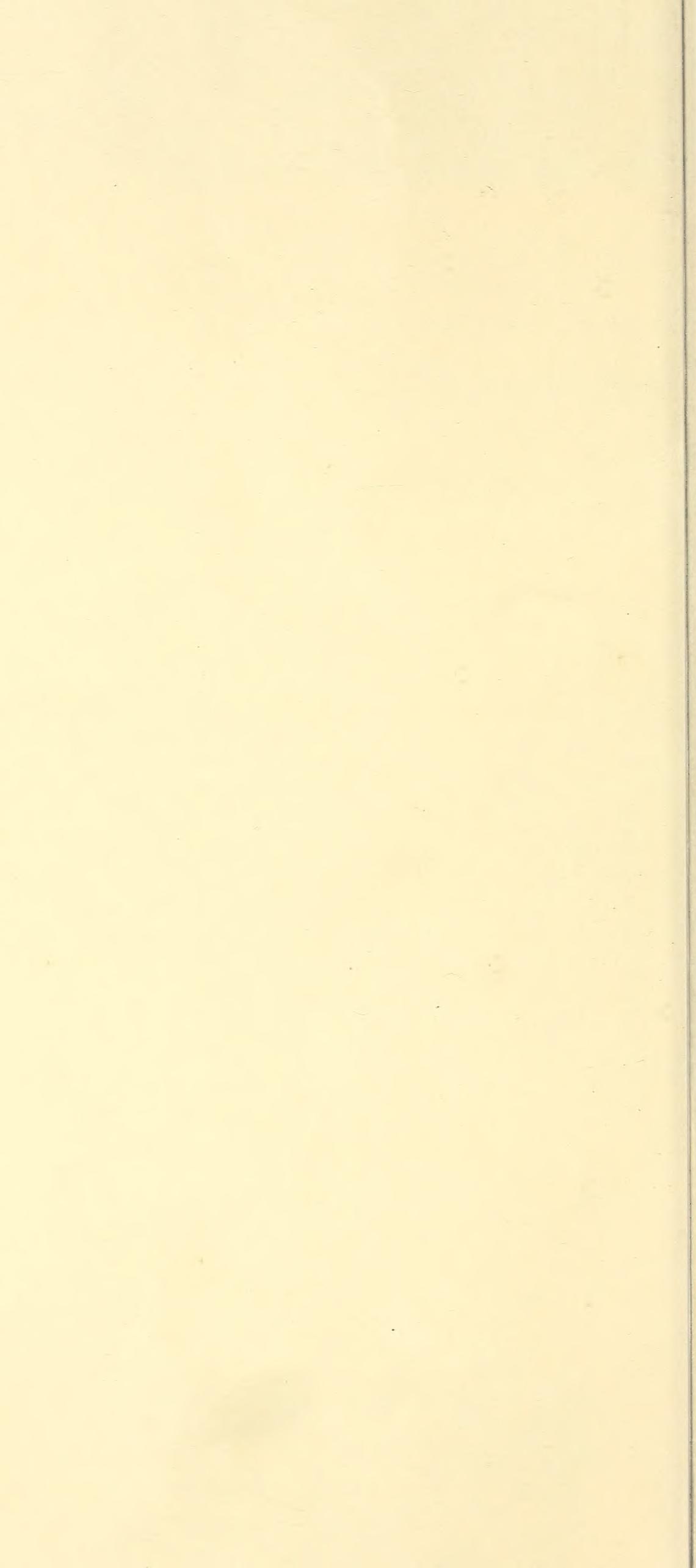
Produces prolific crops of delicious, attractive berries. Has long been the popular early Strawberry, and until the advent of Dorsett and Fairfax, justly so.

SUCCESS.

Too soft for shipping, this very early Strawberry is excellent for the home garden, being productive of sizable, quality fruit.



Premier



June-Bearing Strawberries

Pot-grown Plants, \$1.00 per dozen, \$6.00 per 100, except where noted

Add 10 per cent to your remittance if shipment is desired by parcel post

On orders calling for 500 plants or more of any one variety or several varieties (not less than 50 of a kind) we will grant a special discount of 10 per cent from our 100 rates

Very Early Varieties

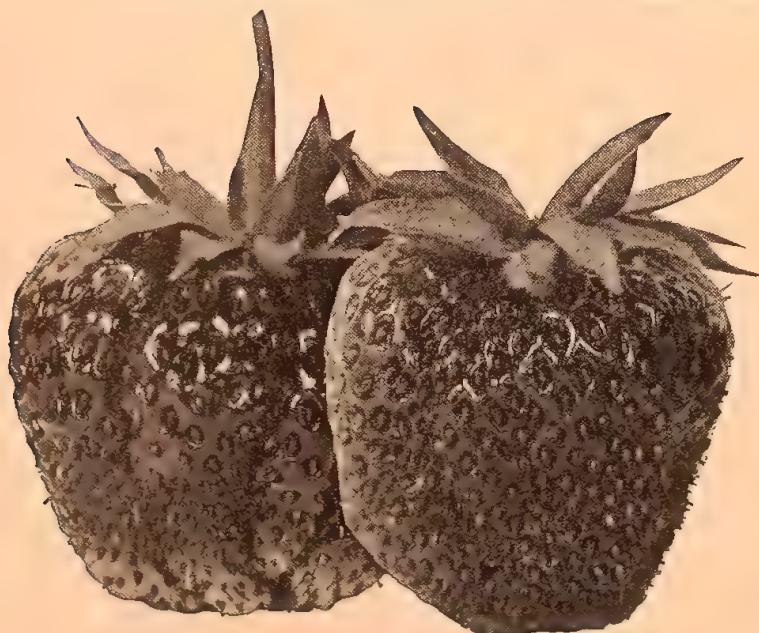
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PREMIER. Produces prolific crops of delicious, attractive berries. Has long been the popular early Strawberry, and until the advent of Dorsett and Fairfax, justly so.

SUCCESS. Too soft for shipping, this very early Strawberry is excellent for the home garden, being productive of sizable, quality fruit.



Premier

Pot-grown Plants, \$1.00 per dozen, \$6.00 per 100, except where noted

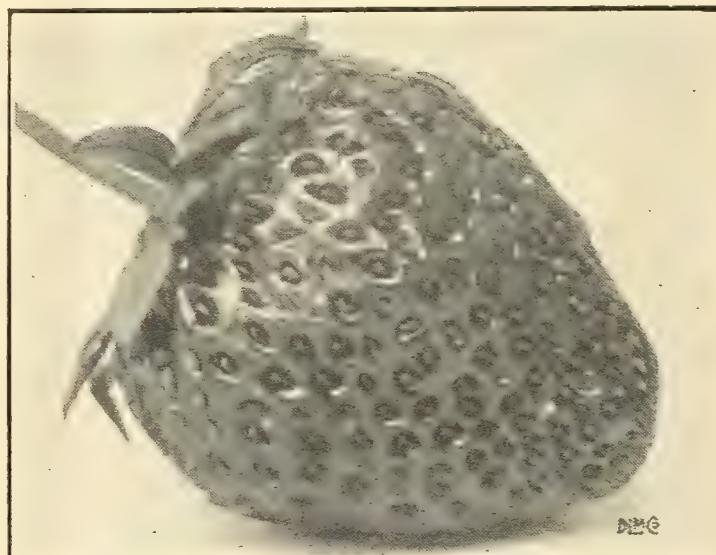
Early to Midseason Varieties

BUN SPECIAL. Produces a large quantity of big Strawberries with a distinctive flavor.

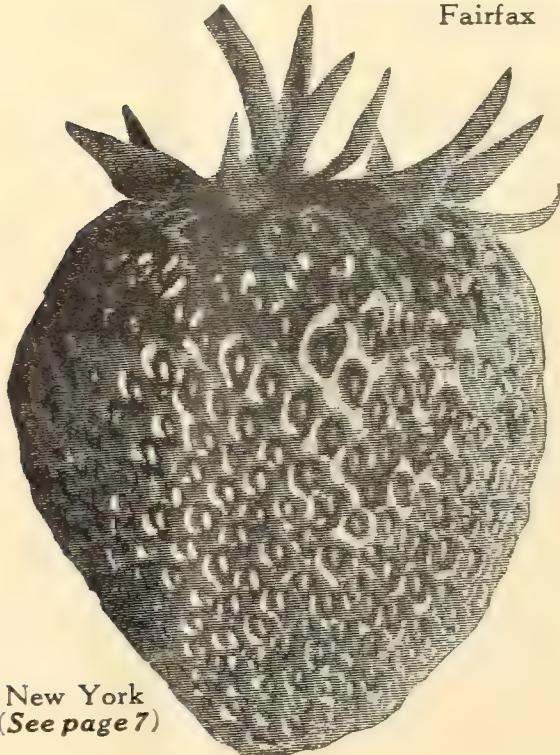
Fairfax

This variety, which was introduced with Dorsett by the United States Department of Agriculture, is as far above the second early berries as is its sister Strawberry above the very early sorts. It is even firmer than Dorsett, darker in color, and more resistant to unfavorable weather and soil. Its flavor is more sophisticated than is that of Dorsett, being the perfect sweet Strawberry, with every refinement of berry culture becoming evident as you eat a few. However, buy both sorts, and make your own choice, for they are the unquestioned rulers of their respective seasons.

Pot-Grown Plants
\$1.25 per dozen, \$7.50 per 100



Fairfax



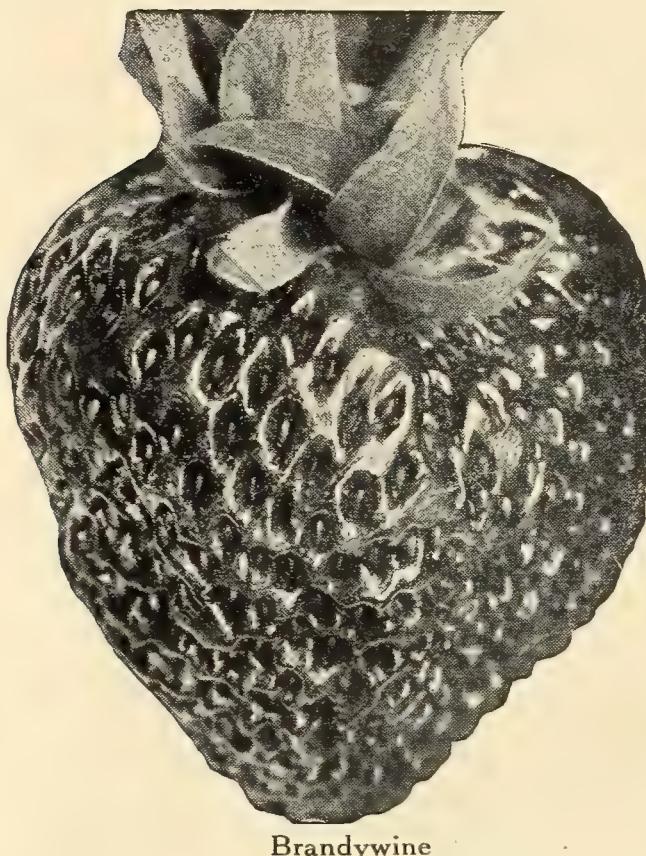
MARSHALL. An aristocrat among Strawberries. With just a bit of care, the large, dark, glossy crimson fruits of this delicious sort will produce the very acme of berry flavor.

SENATOR DUNLAP. A popular sort, producing tremendous crops of quality berries over a wider range of soils and climates than any other Strawberry.

Pot-grown plants, \$1.00 per dozen, \$6.00 per 100, except where noted

Midseason Varieties

ABERDEEN. Produces huge crops of big, rather soft, attractive Strawberries.



GLEN MARY. Long a favorite with Eastern growers, this delicious variety produces large berries, a deep red in color, with prominent golden seeds. Should be planted near a good pollenizer such as Joe.

HUNDRED DOLLAR. Practically identical with "New York."

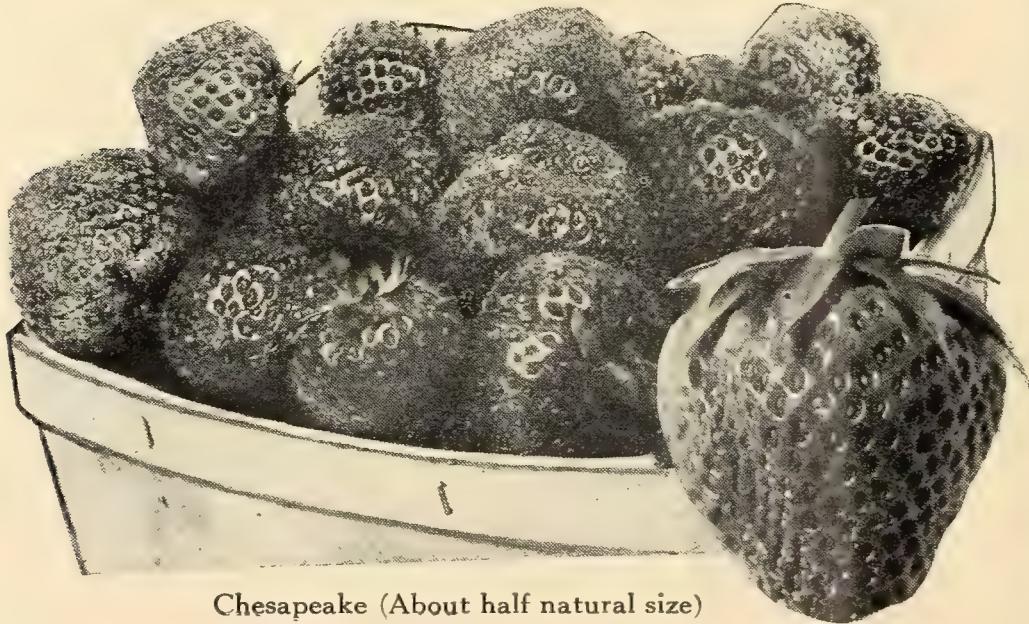
McKINLEY. Practically identical with "New York."

NEW YORK. Large, healthy plants, and large beautiful berries. An old favorite.

Midseason to Late Varieties

BRANDYWINE. Bears many rich, dark red berries, with a lovely flavor, richly tart, yet sweet. Stands up better than most sorts, and has a longer bearing season.

CHESAPEAKE. This wonderful Strawberry has long ruled the late market. It produces many mammoth berries (frequently only twenty or twenty-five will fill a quart container). Ripening late in the season, these berries are simply luscious to eat, and are as attractive as any. Has been rightfully named "the aristocrat of Strawberries," though it succeeds in any soil and condition. **Pot-grown Plants, \$1.25 per dozen, \$7.50 per 100.**



Pot-grown Plants, \$1.00 per dozen, \$6.00 per 100, except where noted

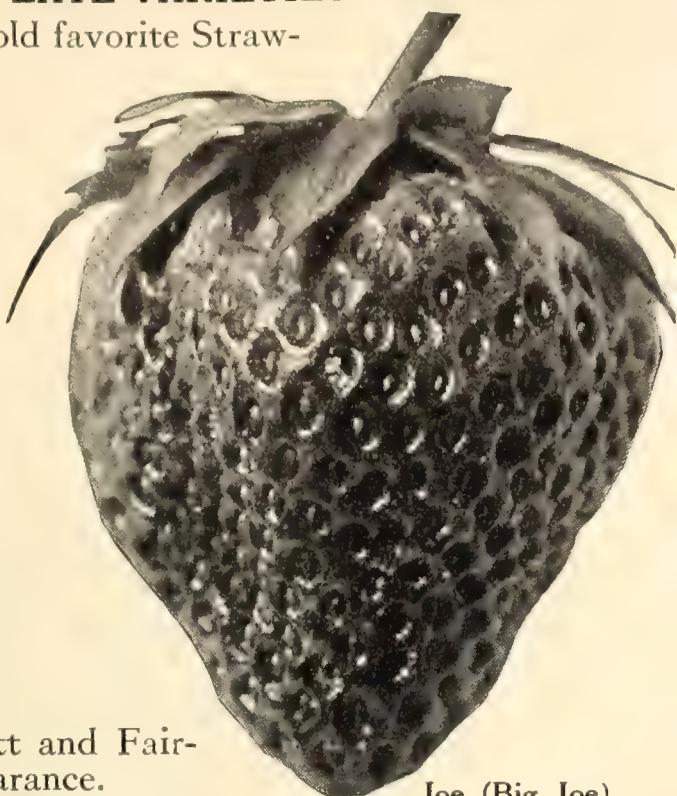
MIDSEASON TO LATE VARIETIES—Continued

JOE (BIG JOE). An old favorite Straw-

berry which is at home in any soil, and is a perfect berry for the nearby market. Fruit is large and firm, beautiful to see, and with a sprightly flavor. Has been among the most popular berry of its season for over a score of years.

WILLIAM BELT.

Many irregular berries, large and delicious, are produced on this standard old sort. The flavor of these berries was unsurpassed until Dorsett and Fairfax made their appearance.



Joe (Big Joe)

Late Varieties

BIG LATE. Large plant berries, red, shapely, and held well away from the ground. Delicious for the home table, yet firm enough for distant shipment and a good keeper.

Pot-grown Plants, \$1.25 per dozen, \$7.50 per 100.

GANDY. An old introduction, this variety headed the late market for many decades. Berries are most attractive and very firm. The ideal market Strawberry for the late season.



Gandy—Ideal for late marketing (Greatly reduced)

Pot-grown Plants, \$1.00 per dozen, \$6.00 per 100, except where noted

LATE VARIETIES—Continued

LUPTON. Many large, bluntly conical Strawberries, excellently firm for shipping. Best of all the late commercial Strawberries for a "show" berry, since the deep green cap sets off the flame colored fruit perfectly, making them command top prices in any market.



Lupton—A "Show" Strawberry

NEW WASHINGTON (Washington). A recent introduction, which given a bit of care, will produce firm, delicious, sugar sweet berries. Very popular with careful gardeners.
Pot-grown Plants, \$1.25 per dozen, \$7.50 per 100.

SHARPLESS. Strong, healthy plants, producing large berries of high quality.

Lovett's Home Garden Collection

This carefully selected list of strong, pot-grown plants will bear you delicious fruit through late Spring, Summer and Fall.

Dorsett. Our best early.

New York. A prize winning midseason.

Lupton. Very best, late season.

Mastodon (Everbearing). Will challenge them all.

12 plants of each variety.....	\$4.25
25 plants of each variety.....	7.50
50 plants of each variety.....	14.00

Express paid or postpaid to all points east of the Mississippi

Everbearing Strawberries

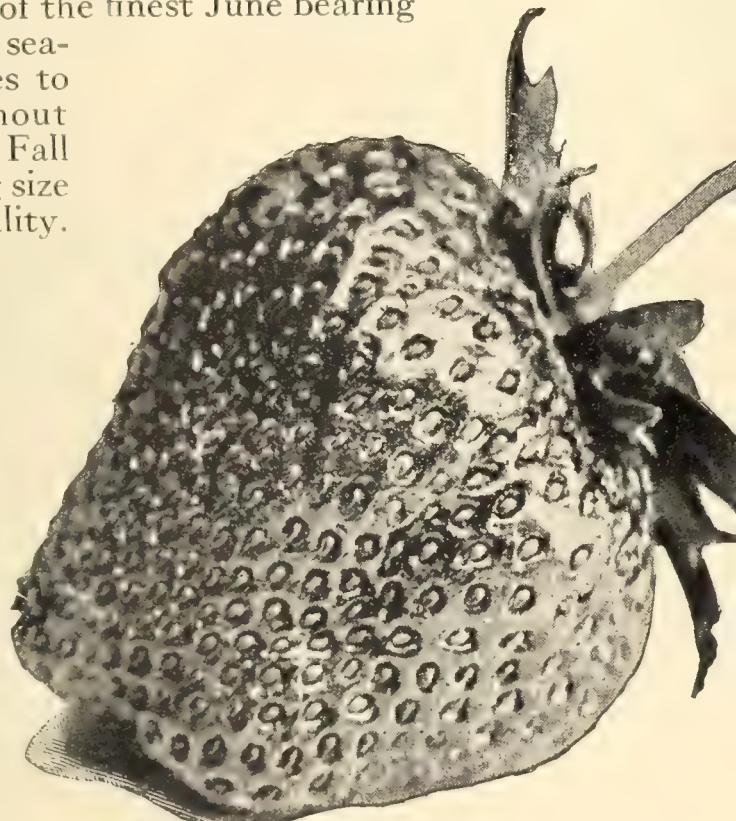
EMPIRE ALL RED. An everbearing variety, which, according to the introducers, combines the excellent flavor and sweetness of Progressive with the large size and productivity of Mastodon—declared to be an enormous cropper, bearing fruit all Summer and Fall of the year that it is planted, and, of course, for many years thereafter. Berry is oval in shape, with firm flesh, and All Red throughout, comparing in shipping qualities with the best June-bearing varieties. Also declared to be a splendid canning berry because of its tendency to retain shape and color after being canned. Since it originated in Canada, it is, quite naturally, extremely hardy. **Pot-grown plants, \$2.00 per dozen, \$12.00 per 100.**

GEM. The new Everbearing Sensation, producing bright, sparkling red berries, uniformly large in size. They are solid red to the center, juicy, deliciously sweet, and very free from acid. A winner in Flavor, Quality, Size, Beauty and Yield. Even during the severe droughts of the past few years, Gem has continued to produce its enormous crop of fine fruit. Does well on all types of soil. **Pot-grown Plants, \$2.00 per dozen, \$12.00 per 100.**

MASTODON. "The Wonderberry." Our old favorite, which is one of the largest, most delicious, and heaviest yielding of all Everbearing sorts. It outyields some of the finest June bearing sorts during their season, and continues to produce throughout the Summer and Fall berries of amazing size and surpassing quality.

Pot-grown plants, \$1.50 per dozen, \$10.00 per 100.

PROGRESSIVE. Popular, with two large crops, one in June, and a second which lasts throughout the Fall. Good quality berries, though smaller than some varieties. **Pot-grown Plants, \$1.25 per dozen, \$7.50 per 100.**



Mastodon, "The Wonderberry"

SPECIAL EVERBEARING COLLECTION

OFFERING A LONG BEARING SEASON

24 Selected Pot-grown plants, 6 each of the above four varieties.....	\$3.00
48 Selected Pot-grown plants, 12 each of the above four varieties.....	5.50
100 Selected Pot-grown plants, 25 each of the above four varieties.....	10.00

Express paid or postpaid to all points east of the Mississippi

ORDER FOR

Lovett's Nursery, Inc.

LITTLE SILVER, N. J.

Date _____ 19____

Name _____
Mr., Mrs. or Miss---write plainly

Mr., Mrs. or Miss---write plainly

Street or Rural Route

Post Office

County _____ State _____

Ship by _____ To _____

Enclosed find sum of _____.

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☞ ADD 10 PERCENT FOR POSTAGE ON GOODS TO BE SHIPPED BY PARCEL POST. IF MORE THAN IS NEEDED IS SENT THE SURPLUS WILL BE PROMPTLY RETURNED.

(COVER)

Add 10 percent for postage on goods to be shipped by Parcel Post. If more than is needed is sent, the surplus will be promptly returned.

SEND CATALOG TO YOUR FRIENDS

We would appreciate it if you would write below, the name and addresses of those who might like to receive our catalog.

Name _____

Address

